

Goals	Project Description
BERNAL PROPERTY	
Develop Bernal Community Park	
Bernal Community Park - Phase II.	Begin detailed planning, for Phase II Bernal Park improvements which will include a combination of lighted sports fields and possible open space features. Incorporate shade structures as necessary, create a riparian habitat by meandering the existing creek through the Bernal Property and planting of native plant species.
GENERAL PLAN	
Implement General Plan and pursue long-term advanced planning activities	
Vineyard Avenue Realignment Issues	Resolution of issues relative to the realignment of Vineyard Avenue.
General Plan Implementation	Ensure consistency between the General Plan Land Use Map and the zoning designation for all properties within the City's sphere of influence and implement various elements of the General Plan.
East Side Specific Plan	Prepare a Specific Plan for East Pleasanton as a coordinated effort between commercial and residential property owners, major stakeholders, and the Pleasanton community, including residents of East Pleasanton.
Ridgeline/Slope clarity with Municipal Code	Formulate for inclusion in the Municipal Code regulations defining specific terms referenced in Measure PP, such as "structure", "ridgeline" and "slope"
Housing Element	Prepare and adopt a Housing Element consistent with State housing law. Conduct workshops to discuss affordable housing strategies and opportunities. Address and evaluate issues related to by-right zoning.
Update Growth Management Program	To be completed concurrent with Housing Element Update.
CITY FINANCES	
Maintain fiscal sustainability	
Comprehensive User Fee Study	This will involve evaluating City fees to determine appropriateness of existing amounts. This will primarily involve evaluation of development processing fees (e.g., planning, building, engineering).
Long-term Fiscal Analysis	This involves developing long-term financial planning consistent with revenue and expenditure projections, including cost containment initiatives. This will occur following adoption of the City's Housing Element.
Development Impact Fee "Nexus Study" (AB 1600)	The City's development fees were last updated in 1998. Assembly Bill 1600 requires cities to conduct a "nexus study" anytime fees are adjusted. The study provides a nexus between new development fees and all future public improvements (e.g., parks, streets, public facilities). A revised nexus study would ensure that new development pays its pro rata share of public improvements; it also allows the City to adjust the list of eligible public projects for development fee financing.
Housing and Human Services Grant Program	Continue to streamline and set priorities for the Housing and Human Services Grant Program.
Program & Facility Fees	Review and update the current policy that defines the City's program and facility fees and subsidy levels.
Pension and OPEB Reform	Establish Fiscal Policies that address the reduction of pension and retiree medical unfunded liabilities.

AFFORDABLE HOUSING	
Address affordable housing needs	
Participate in Kottinger Place Task Force Activities	Review the potential for redeveloping Kottinger Place and Pleasanton Gardens.
Multi-family housing non-smoking policy	Continue exploring the potential for a non-smoking policy in multi-family housing units, especially for new transit oriented developments.
TRAFFIC	
Implement improved traffic circulation measures	
Development of principles and guidelines for improved traffic circulation	<p>Through public meetings, develop principles and guidelines to allow for the implementation of improved circulation throughout the City. The Traffic Circulation Element will be used as a framework for implementation, including but not limited to, local and regional infrastructure improvements, signal timing, best practices, the bike and pedestrian master plan and other related initiatives.</p> <p>In addition:</p> <ul style="list-style-type: none"> • Initiate bi-annual reports to the City Council regarding intersections that have the potential to exceed level of service D. • Continually update computer-control technology for traffic lights. Continue to coordinate and synchronize computer-controlled traffic signals on major city streets. • Annually implement the City's Traffic-Calming Program and conduct appropriate outreach with neighborhoods. • Work with Pleasanton Unified School District to strengthen the school's traffic-calming and shared-parking solutions in the Rides-to-School Program. • Address pedestrian and bicycle safety issues as needed.
Happy Valley Bypass Road Financing Plan	This project would involve the development of various funding options for the recommended road alignment, including use of debt, cash or public/private financing. The City currently has \$1 million in reserve for design and construction costs; overall project costs will likely exceed this amount.
High Speed Rail	Continue to monitor regional rail and high-speed rail plans and consider impacts on and benefits for Pleasanton.
Implement improved traffic circulation measures continued	
State Route 84	Support State and regional efforts to improve State Route 84 including the widening to four lanes between Pigeon Pass and I-680.
Regional Transportation	Actively participate with the Alameda County Congestion Management Agency, the Metropolitan Transportation Commission, and the Tri-Valley Transportation Council to develop and implement regional transportation plans, including State Route 84 widening to four lanes between Pigeon Pass and I-680.
ECONOMIC DEVELOPMENT	
Business Retention and Attraction Program	Enhance Pleasanton's diversified economic base through an aggressive business retention and expansion program. Actively recruit and attract businesses and industries which are compatible with the General Plan, are a good fit with the resident worker population, and are consistent with the environmental holding capacity of the land and surrounding land uses. Examples: Business retention and needs survey, Economic Indicators Report, Develop a plan to grow the science/technology industry, Economic Summits/ Visioning.
Business Assistance Program	Work with the Chamber of Commerce, Pleasanton Downtown Association, Hacienda Business Park and other stakeholders to explore options for development of a business assistance program, with promotional components to include website updates, marketing materials and outreach. Explore available resources offered locally and regionally to businesses and expand opportunities. Utilize the City's Economic Vitality Committee to explore options for consideration by the City Council.
Tourism	Work with the Tri-Valley Convention and Visitors Bureau, the Pleasanton Downtown Association, the Livermore Valley Winegrowers Association, the Alameda County Fairgrounds and other organizations to support and cultivate tourism. Create a Pleasanton specific tourism/visitation marketing campaign.
Encourage Retail and Entertainment Opportunities	Work with the Pleasanton Chamber of Commerce, Pleasanton Downtown Association, Stoneridge Shopping Center, Hacienda Business Park and other organizations to coordinate a citywide shop local message. Explore opportunities to work with property owners to encourage and enhance retail and entertainment offerings.

Economic Development Strategic Plan - Implementation and Update	Set benchmarks and measure progress in implementing and updating the City's Economic Development Strategic Plan.
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YOUTH PROGRAMS	
Strengthen youth programs, services and activities	
Teen Safety Programs	Continue to work with PUSD, YMPIC, Youth Commission, Tri-Valley Adolescent Health Initiative to look at teen alcohol consumption and teen at-risk behavior and make recommendations to City Council as to how to curtail behavior.
Teen Center	Pursue planning for a Teen Center on the Bernal Community Park.
PUBLIC SAFETY	
Assure a safe and secure community	
Consider establishment of improved background procedures for public, private and semi-private enterprises catering to youth programs, services and activities to reflect state law.	Improve background procedures for youth-related enterprises (e.g. tutoring, daycare, sports camps, etc), including processes that begin prior to commencing the land use entitlement and zoning processes of the City.
Maintain the City Disaster Preparedness Plan	Coordinate plan updates, facilitate year-round staff training and conduct at least one drill annually.
QUALITY OF LIFE	
Protect and enhance Pleasanton's quality of life	
Library and Civic Center Master Plan (including potential for a permanent ACE Station)	Continue current planning process for library expansion which impacts the entire civic center site including administrative offices. Expand study to consider potential for complimentary uses, including potential ACE train station and TOD, on the adjacent property owned by the City and County of San Francisco. Current study will determine the impact of library expansion on the civic center site and the Council's direction related to this project.
Youth Center and Community Center Master Plans	Continue planning process for both facilities to be located on Bernal Property.
Second Bernal Bridge (crossing Arroyo de la Laguna)/Foothill Road	Project builds a second bridge adjacent to the historic steel bridge. The bridge provides left-turn access into the Windsor development. Also explore interim maintenance improvements.
Livermore Airport Expansion	This project involves monitoring airport expansion activities through the Livermore/Pleasanton Liaison Committee. The goal of this effort is to reduce and/or minimize impacts to Pleasanton neighborhoods affected by the ongoing operations and proposed expansion of the airport.
Co-sponsorship Policy	Review and update the current policy that defines the City's co-sponsorship requirements and benefit levels.
Human Services Needs Assessment Update	Complete the Eastern Alameda County Human Services Needs Assessment Update.
QUALITY OF LIFE Cont'd	
Recreation, Arts and Library	
Parks & Recreation Master Plan	Develop a comprehensive working "Plan" that would inventory the City's current facilities and programs, and identify what recreational and park facilities and funding mechanisms will be needed by 2020. The last Municipal Facilities Master Plan was completed in 1990 and is no longer relevant.
Dolores Bengston Aquatic Center Renovation	Project includes the replacement of pool deck, separation of filtration and circulation systems, construction of new mechanical room and lighting improvements for all three pools: lap pool, activity pool and diving pool. These improvements are required by Alameda County Health Department as indicated by the Health & Safety Code.
Construction of Bridge Undercrossing within the St. Johns HOA Development	The St. John's Place HOA has requested assistance from the City to repair the approaches to the low water pedestrian crossing over the Arroyo Del Valle located at the St. John's Place Development. The crossing provides access from the development to the City of Pleasanton's trail system at trail gate No. 25. The City of Pleasanton Trails Ad Hoc Committee has requested that we assist with these repairs.
Facility Use Policy & Procedures	Review and update the current policy to address the City's facility (building) rentals policies and procedures.
Field Allocation Policy	Use procedures and guidelines for allocating sport field use at City and PUSD facilities.
Cultural Arts Master Plan	Update the Cultural Arts Master Plan.
Civic Arts Marketing	Increase marketing and communication effectiveness regarding Civic Arts programming throughout the City to increase participation.
Evaluate Civic Arts Program	Consider revising the program to increase its sustainability and reach.

Community Grants Program	Review and enhance the Community Grants Program for the Arts.
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QUALITY OF LIFE Cont'd**Parks, Open Space and Public Lands**

Pleasanton Ridgeland Access -- Acquisition of Additional Open Space Land	This project ensures that various open space opportunities are assessed and recommendations provided to Council regarding acquisition and cost.
Alamo Canal Trail Extension	With project partners, design and possibly construct the trail gap closure under I-580 to eliminate the trail gap on the Alamo/Iron horse trails. (Dependent upon financial and staffing resources from project partners).

Parks, Open Space and Public Lands (Continued)

Tri-Valley Conservancy Partnerships	Explore working with the Tri-Valley Conservancy or similar entities to use transfer of development rights and conservation easements to preserve open space.
Iron Horse Trail (permanent alignment)	Construction of Iron Horse Trail, from Santa Rita Road to BART Station – EBRPD has secured grant funding for construction phase. This project will require coordination City staff.
Valley Avenue Pedestrian Pathway	This project involves relocating the existing pedestrian pathway from the south side of the existing drainage channel to the north side along Valley Avenue between Sunol Boulevard and the Alameda County Transportation Corridor. An eight foot wide asphalt trail will be placed along Valley Avenue with modifications to the existing landscape. The project includes removal of the existing path and installation of fencing along portions of the new trail.
Bernal Property Observation Deck & Detention Pond	The Bernal Bridge Mitigation Pond was constructed in 2008. This project will develop an approximately 16'x16' observation deck for use by the general public to view the flora and fauna on and around the mitigation pond. The deck will include amenities such as benches, an overhead shade structure, trash receptacles and signage. The project includes construction of a modest "spur" trail, to connect the observation deck to the existing Marilyn Murphy Kane Trail.
Staples Ranch Neighborhood Park	Construction of a 5 acre neighborhood park located along Stoneridge that includes; vehicular parking, restroom, pedestrian circulation, pedestrian plaza, picnic tables, shade structure, two lighted tennis courts, and a stormwater detention area. The Parks and Recreation Commission approved the Staples Ranch Neighborhood Master Plan design.

QUALITY OF LIFE Cont'd**Downtown**

Pursue Historic Preservation Guidelines	Complete process to implement revised historic preservation guidelines for Downtown.
Downtown Specific Plan Implementation and Outreach	Conduct various community workshops to outreach with the community about established specific plan guidelines and objectives, collect input and determine whether changes are necessary through an amended Specific Plan process. Consider additional economic strategies for the downtown.

Downtown (Continued)

Lions Wayside and Delucci Park Redevelopment	Design two parks consistent with the Downtown Specific Plan and Downtown Trails Plan. The renovation will compliment the new Firehouse Arts Center.
Encourage Downtown Mixed Use	In the Downtown, encourage mixed-use development which incorporates higher density and affordable residential units consistent with the Downtown Specific Plan, and the historic character of the City.
Downtown Public Art Plan	Continue to Implement the Downtown Public Art Plan.
Downtown Hospitality Zone	Work closely with the Pleasanton Downtown Association, Pleasanton Police Department and others key stakeholders to evaluate the creation of a planned Hospitality District for the Downtown area.
Recruiting and Retaining Retail Downtown	Work closely with the City of Pleasanton's Economic Development Department, Economic Vitality Committee and other key stakeholders to develop and encourage more retail Downtown.
Public Parking	Work to increase public parking by working with others toward assessment districts and future City of Pleasanton improvements.

ENVIRONMENTAL AWARENESS	
Pursue environmental awareness, health, land use and preservation issues	
Recycled Water Master Plan	Utilize water reclamation methods to the fullest extent feasible, where safe and nonpolluting.
Energy/Water/Air Quality	
Energy Consumption Plan	Develop a comprehensive program to reduce City government energy consumption.
Solar Cities Program	Continue to work with the Cities of Livermore and Dublin to develop a solar cities program or standardized solar-energy-system installation designs for residences and potentially for businesses.
DSRSD Treatment Plant	Continue working with the Dublin-San Ramon Services District (DSRSD) to ensure that odors from the sewage treatment plant are minimized and other air emissions meet all regulatory requirements.
Water Supply	Support Zone 7 Water Agency in water supply production, treatment, and procurement practices that do not negatively impact the environment.
Water Conservation Strategies	Work with Zone 7 to develop water conservation plans and strategies for the long term.
Water Contingency Plan	Develop a contingency plan for potential water shortages including groundwater management and water conservation.
Water Efficient Standards - Public Facilities	During construction or reconstruction of public facilities, institute water conservation measures such as hot-on-demand water faucets, low-flush toilets, low water-using appliances, and low water-using irrigation devices and/or water-conserving landscaping.
Water Retailers Association	Encourage water retailers to continue to work with Zone 7 on water conservation and quality issues.
Stream Management Master Plan	Support Zone 7's efforts to improve the drainage system in conformance with its Stream Management Master Plan for the Planning Area in order to remove properties from flood hazard zones.
Air Quality	Support State and federal legislation that promotes improvements in air quality.
Develop Climate Action Plan	The City Council enacted a Committee on Energy and the Environment for a two year term to develop a climate action plan. The plan should include fuel efficiency measures for city fleet and paratransit, options for alternative fuel infrastructure and guidance for replacing city fleet.
Develop an annual environmental outreach plan	Develop an annual outreach plan that enhances public education and community involvement that enhances changes in community behaviors related to sustainability.
Ban - single use plastic bags and foam food containers	Support a permanent ban on single use plastic bags Statewide. Support a City ban on foam food containers.
Support alternative energy in Pleasanton	Support vertical wind renewable energy installations in Pleasanton.
Energy Efficiency	Replace all City Street lights with LED.
CITY SERVICES	
Operate an effective and cost-efficient government	
Zoning Code Update	Update and streamline the Commercial and Industrial sections of the Zoning Ordinance to more accurately reflect current business uses and to streamline the process of approving new businesses, thus providing more efficient application of the zoning code and creating a more business-friendly process.
Commission Efficiencies	Develop a strategy for consolidating the YMPIC and the Youth Commission.
Development Review Process Efficiencies	Create an efficient and streamlined development review process, and remove any inconsistencies and confusion in the Downtown Specific Plan and the Downtown Design Guidelines, especially as they relate to historic preservation.
Work with DSRSD and Zone 7 member agencies to identify streamlining opportunities.	Cooperate with and/or lead a group of members from regional agencies to consolidate operations.
Jointly plan facilities for increased student population	Work with Pleasanton Unified School District and developers to plan facilities for increased student population, following adoption of the City's Housing Element.